

# AGRICULTURAL ADVISORY BOARD

415 South Pine Street - Walhalla, SC



TEL (864) 638-4218 FAX (864) 638-4168

## AGENDA

6:30 PM, MONDAY, June 11th, 2018  
COUNCIL CHAMBERS  
OCONEE COUNTY ADMINISTRATIVE COMPLEX

1. Call to Order
2. Approval of Minutes  
    May 14th, 2018
3. Public Comment
4. Possibly of Future Grant Funding - Guest Speaker
5. Farmer & Rancher Listening Session - Guest Speaker(s)
6. Protection of Agricultural Lands
7. Discussion on Marketing and Advertising of the AAB
  - a. Agricultural Directory
  - b. Market-to-Table Contest
  - c. Logo
  - d. Agricultural Display
8. New Business
9. Old Business
10. Adjourn

Anyone wishing to submit written comments to the Agricultural Advisory Board can send their comments to the Planning Department by mail or by emailing them to the email address below. Please Note: If you would like to receive a copy of the agenda via email please contact our office, or email us at [achapman@oconeesc.com](mailto:achapman@oconeesc.com).



# AGRICULTURAL ADVISORY BOARD

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## MINUTES

6:30 PM, Monday, May 14th, 2018

COUNCIL CHAMBERS

OCONEE COUNTY ADMINISTRATIVE COMPLEX

### Members Present:

Ms. Sewell District 1  
Mr. Hollifield District 2  
Mrs. Willoughby District 5  
Ms. Alexander At-Large  
Mr. Blanton At-Large

Staff Present: Adam Chapman, Zoning Administrator

Media Present: Upstate Today, WGOG

### 1. Call to Order

Mr. Blanton called the meeting to order at 5:45

### 2. Presentation

Mr. Rex Blanton, Chairman of the Agricultural Advisory Board, addressed Council with a presentation entitled "Directory of Agricultural Resources" [copy filed with these minutes] highlighting the following:

- Appreciate the efforts made by Council and the Planning Commission in the writing of Ordinance 2016-17
- Oconee County has approximately 884 farms, large and small, totaling nearly 68,000 acres
- Agricultural Advisory Board was established in 2016
- Board exists to aid and advise the County in agriculture matters, to support and develop the diverse agricultural interest in the County, foster communication and cooperation among the varied agricultural interests & concerns, and to help ensure that agriculture's vital role in the economy and the character of the County is maintained & developed
- Recognized the Board members present at the meeting, which were Ms. Debbie Sewell, Ms. Kim Alexander, Ms. Marlene Willoughby, and Mr. Doug Hollifield, along with Mr. Adam Chapman, Staff Liaison for the Agricultural Advisory Board

- Ideas the Committee have been working on include compilation of a listing of agricultural interest entities and various groups in the County & collection of data for informational pamphlets to distribute to events to promote accurate agriculture in Oconee County
- Currently working to compile materials, survey concerns of the people, & to provide input for the agriculture element of the 2020 comprehensive plan
- Hartwell Village
- Create an Agriculture Directory focused on the beginner farmer
- Promote 150 years of agriculture in Oconee County as we celebrate the County's 150<sup>th</sup> anniversary
- Market to Table Contest

Ms. Debbie Sewell, Agriculture Advisory Board member, addressed Council with a presentation entitled "2018 Market-to-Table Recipe Contest and Market-to-Table Recipe Taste Contest" [copy filed with these minutes] highlighting the following:

- Responsibility of the Agricultural Advisory Board is to advise Council and promote agriculture in the County
- Promote producers and growers thru a recipe contest
- Availability of local food is not only a positive impact on local growers and producers, it impacts all agribusiness, influences community revitalization, economic development, availability of safe food, and protection of the environment
- Purpose of contest is to promote local food markets and food network producers and growers
- Identification of existing products and markets, market trends, needs for future markets, etc.
- Cost is a minimum of \$1,000, which is mostly promotional materials
- Set up tables at some of the local farmers markets to promote the locally grown food as well as the agriculture advisory board
- Three preliminary contests in June, July, & August and would be for citizens who buy fruits & vegetables and meats from the market and then submit a recipe of how it was used
- Judged by a point system and also how the particular ingredient was used, originality, presentation, etc.
- To include the 150<sup>th</sup> birthday, extra points would be given if it was a family or heirloom recipe
- Three categories, which would include side dishes, desserts, and entrée
- Best Overall winner
- Winners from the "Market-to-Table Contest" will move on to the "Market-to-Table Taste Contest"
- Local chef will prepare the four winning recipes at the fair
- Judges would decide who would be the best overall using the local ingredients
- Fair is September 25<sup>th</sup> through September 29<sup>th</sup>, 2018

Mr. Cain thanked the members of the Agricultural Advisory Board for their hard work and the time they invest and further noted that agriculture is very important to the heritage of this

County. He further thanked Ms. Sewell for “thinking outside of the box” with the recipe contest and is an excellent way to get citizens interested in local agriculture.

Mr. Davis noted this was a great idea and some of the ideas presented can be completed in-house.

### 3. Adjourn

Mr. Blanton made a motion to adjourn, Mrs. Willoughby seconded, all in favor.

DRAFT



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6:30 PM, Monday, May 14th, 2018

COUNCIL CHAMBERS

OCONEE COUNTY ADMINISTRATIVE COMPLEX

### Members Present:

Ms. Sewell District 1  
Mr. Hollifield District 2  
Mr. Land District 4  
Ms. Willoughby District 5  
Ms. Alexander At-Large  
Mr. Blanton At-Large

Staff Present: Adam Chapman, Zoning Administrator

Media Present: Upstate Today

### 1. Call to Order

Mr. Blanton called the meeting to order at 6:30

### 2. Approval of Minutes

May 14th minutes: Motion for approval by Mrs. Willoughby, seconded by Ms. Alexander. Unanimous vote for approval.

### 3. Staff Presentation

Mr. Chapman gave the AAB a presentation from his attendance at the National Planning Conference and how it relates to agriculture. Mr. Chapman presented an ordinance from Santa Barbara on buffers between agricultural land and other uses.

### 4. Discussion of Discussion on Proposals by the AAB to be presented to County Council.

Mr. Blanton lead the conversation on the various proposals. Mrs. Sewell recommended adding some language referring to forestry being the number one farm product being produced in Oconee County.

### 5. Discussion on Marketing and Advertising of the AAB

Mr. Blanton stated that even though the AAB had previously vote on adopting a logo produced by the Chamber of Commerce. While the Chamber of Commerce logo is very good

and was gracious to be offered, some changes that the AAB wanted to change could not be incorporated. Mr. Blanton and Mr. Land offered up another potential logo option for the AAB. Mr. Land asked if the AAB wanted to think about this logo until the next meeting. Mrs. Sewell asked if asking the other, non-Heritage Farmer's Markets, Markets, would like to work with the Heritage Farmer's market or at-least coordinate non-conflicting times and dates. A conversation regarding the times and locations of various farmers markets throughout the County was had. Mrs. Sewell noted that often times the Clemson Extension workers are not exclusive to Oconee County. Mr. Blanton asked if any of the AAB members have spoken with any agriculture groups in regards to working with the AAB. Mr. Hollifield recommends inviting the farmers and ranchers within the County to come and voice their opinions and issues that they have to the AAB. Mrs. Alexander offered the idea to host these listening sessions with farmers and ranchers at the County Fair in September. Mr. Chapman will ask about the correct way to make this happen. Motion was made to replace Mr. Land with Dr. Grey on the AAB subcommittee, Mr. Land made the motion, Mrs. Alexander seconded the motion, vote was unanimous in favor. Mr. Blanton noted that Mr. Howard is retiring from the Extension Service and that the AAB would be losing him shortly. A conversation was had regarding possible replacements. Mrs. Sewell noted that doing something for Mr. Howard would be nice idea and the AAB agreed. Mrs. Sewell noted some agriculture related legislation that may occur regarding pollinators and solar farming systems.

**6. New Business**

None

**7. Old Business**

None

**8. Adjourn**

Mrs. Alexander made the motion, Mr. Land seconded the motion. 7-0 in favor.

**Sharon DeRidder**  
**Grants Administrator**  
**Ph. 864-364-5194**  
**[sderidder@oconeesc.com](mailto:sderidder@oconeesc.com)**

